Solutions for SP Managed Services

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About UBIqube

UBIqube is a global integrated network, security & VoIP management solution vendor.

• Created ’06, France Telecom R&D Spin-off, incorporated in 2000

• Go to Market started in 08

• Engineering in Grenoble, sales presence in France, Russia, CIS, USA, Dubai and Hong Kong

• Reinventing Service Delivery technology in the Management/OSS industry endorsed by blue-chip leaders worldwide

• Cisco CTDP Certified and approved for ISPN partner

Request a demo at support@ubiqube.com
Four Pillars of Success for MS

**Attractive Service Offering**
- Service packages that address pain-points
- TCO Tools and flexible pricing to lower entry
- Managed Service Bundling
- System / network integration capability

**INTEGRATED DEVICE**

**SERVICE LEVEL AGREEMENT**

**NOC/SOC – Customer WEB PORTAL**
Managed Services Evolution

Need Increased Application Awareness

- Managed UC Application — Aware VPN Security
  - Visibility, control and optimization
  - Secure messaging and collaboration
  - Content and Web Filtering

- Managed Data Center Services
  - Virtual infrastructure mgmt.
  - App hosting – dedicated
  - App hosting – shared
  - On-demand / SaaS

- Managed VPN
  - MPLS VPN Service
  - Secure remote access
  - Security Threat Protection

- Managed WAN
  - Connectivity
  - Router management

- Managed Router

Basic SLA

IP SLA

Transaction-Based SLA

Need Increased Application Awareness
**Integrated Service Platform for Managed Services**

- **Connectivity**
  - Frame Relay, ATM, Leased Lines, DSL, Satellite, 3G
  - QoS, Compression, Access Lists
- **Secure Connectivity**
  - Encryption (3DES, AES)
  - VPN, V3PN, DMVPN, Easy VPN, GET VPN
- **Security Services**
  - Firewall, IDS/IPS, URL Filtering
- **Switching and WiFi**
  - L2 Switching, 802.3af In-Line Power, Wireless LAN (WiFi), Land Mobile Radio
  - Call Processing, Voice Mail Auto Attendant, SRST
  - Gateways, Conferencing, VoWLAN, LMR over IP, SIP Trunking, SRTP
- **Voice Services**
  - Caching, Pre-Positioning Streaming, URL Filtering
  - Built-in instrumentation

**Cisco Integrated Services routers,**
*Build Service Annuity with Single, Flexible CPE*
## Service Level Agreements

<table>
<thead>
<tr>
<th></th>
<th>Base</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Service Quality</strong></td>
<td>Best effort</td>
<td>3 Class of services</td>
<td>5 Class of services</td>
</tr>
<tr>
<td><strong>Hours of service</strong></td>
<td>Weekdays 8 am- 5pm</td>
<td>Weekdays 7am-9pm</td>
<td>24 hrs 7 days</td>
</tr>
<tr>
<td><strong>Hours of service for requests for information and change management</strong></td>
<td>Weekdays 8-17</td>
<td>Weekdays 8-17</td>
<td>Weekdays 8-17</td>
</tr>
<tr>
<td><strong>Problem management reaction time</strong></td>
<td>Max 8hrs During service hours</td>
<td>Max 4hrs During service hours</td>
<td>Max 1hr 24 hrs 7 days</td>
</tr>
<tr>
<td><strong>Hardware replacement time</strong></td>
<td>Next Business Day</td>
<td>4 hours</td>
<td>4 hours</td>
</tr>
<tr>
<td><strong>Network Availability</strong></td>
<td>99.95%</td>
<td>99.95%</td>
<td>99.95%</td>
</tr>
<tr>
<td><strong>Average Site Availability</strong></td>
<td>Not Guaranteed</td>
<td>99.70%</td>
<td>99.85%</td>
</tr>
<tr>
<td><strong>Remote site backup</strong></td>
<td>Not Available</td>
<td>Option</td>
<td>Option</td>
</tr>
<tr>
<td><strong>High availability (main site)</strong></td>
<td>Not Available</td>
<td>Not Available</td>
<td>Option</td>
</tr>
<tr>
<td><strong>Network Reporting</strong></td>
<td>Availability</td>
<td>Advanced network monitoring: Throughput metrics, reporting (Response Time, Network Delay, Packet Loss, Network Delay Variation (Jitter))</td>
<td>Advanced network monitoring and application performance monitoring</td>
</tr>
</tbody>
</table>
UBIqube product offering

- **SmartSOC**: UBIqube Enterprise management appliance helps organizations streamline their network and security lifecycle management.

- **MSActivator**: UBIqube Service Provider Solution Suite is the cornerstone of a Converged Managed Services offering.

- **SmartSOC-SA**: UBIqube Service Provider management appliance installed on customer premises acting as a remote service agent and a local archiving device.
### Converged Management

<table>
<thead>
<tr>
<th>Technology</th>
<th>Management Segment</th>
<th>Market Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNMP</td>
<td>Device Monitoring</td>
<td>Lifecycle oriented solutions. (HPOV, etc.). Mature segment. Costly.</td>
</tr>
<tr>
<td>Vendor Specific CLI</td>
<td>Device Provisioning (Config MGNT / Change)</td>
<td>Heterogeneous, complex, vendor specific tools. Not scalable.</td>
</tr>
</tbody>
</table>

Converged Network, Security and VoIP Management Solution
Intuitive Web Based GUI

Pre defined Profiles

Reduces the level of expertise of field engineering in day to day routines.

Answers the branches proliferation (11% per year) management nightmare.

**Value for the SP:**
- Reduces the OPEX
- Offloads back office
- Reduces the delivery time

**Value for the Customer:**
- Reduces the costs (TCO and OPEX)
- CxO Pitch
Converged Management & Converged Services

Multitenant Architecture

Role Based Access Control

Device
Staging
Provisioning

VPN
FW
IPS
CF
Voice
ITIL Based
Service Delivery

KPI Monitoring
Alerting
SLA Management

Detailed Reporting
Compliancy
Log Management

Asset Management

UC500
ISR
ASA

Multiple CPE Vendors
Profile based Services Provisioning

Security

Unified Communication
Real-time Console and MapView
Log Analysis

- Compute weekly summary reports
- Aggregate the logs events on a per day basis

Alert Generation

- Don’t care the event (marked as false positive)
- Generate an email alerting
Key performance indicator Monitoring

- **Device Availability**
  - Availability between 07/03/2006 09:26 and 14/03/2006 09:26
  - Device Availability

- **Incoming/outgoing Traffic**
  - Network Latency

- **Device Uptime**
  - Uptime between 01/12/2006 00:00 and 19/02/2007 23:59

- **Device CPU Load**
  - CPU Usage between 01/12/2006 00:00 and 19/02/2007 23:59

- **Network Latency**
  - RTT and TTL between 01/11/2005 00:00 and 01/12/2005 00:00

- **VPN tunnels statistics**

- **Per traffic class QoS statistics**

- **IPS statistics**
Customer web portal

- Role based access control used to provide:
  - Real time view on provisioned service policy
  - Real time Dashboard
  - Monthly detailed reports

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- **Traffic Activity by the Number of Distinct IP Addresses**
  - External Visitors
  - Internal Users
  - External Destinations
  - Internal Servers

- **Firewall Filtered Traffic - Daily Activity**

- **Number of Different Services**
  - Inbound
  - Outbound
  - Internal

- **Most Active Internal User and External Visitor**
  - Source: Internal, Action: Accepted
  - Source: External, Action: Accepted

- **Top 5 Accepted Services by Hit**
  - Source: Monitoring
  - Source: Traffic
  - Source: Other

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*UTM Origin: INT59493*

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Asset and License Management

- Updated and centralized software and hardware inventory reports
- Dynamically tracks all assets managed without the need to schedule an audit
- Security modules licenses inventory and validity email alerting

<table>
<thead>
<tr>
<th>Devices</th>
<th>Services</th>
<th>Model</th>
<th>CPU</th>
<th>Memory</th>
<th>Firmware</th>
<th>Licence</th>
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</thead>
<tbody>
<tr>
<td>INT103</td>
<td>Kuala Lumpur</td>
<td>Cisco 3640</td>
<td>R4700</td>
<td>90112K/409</td>
<td>12.4(12)</td>
<td>C3640-IK9O3S-20</td>
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<tr>
<td>INT106</td>
<td>Oslo office</td>
<td>Cisco 877W</td>
<td>MPC8272</td>
<td>118784K/12</td>
<td>12.4(6)T5</td>
<td>C870-ADVIPSER</td>
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<tr>
<td>INT109</td>
<td>Mr Jones laptop</td>
<td>SSG20</td>
<td>256MB</td>
<td>6.0.0r2.0</td>
<td>AV-K</td>
<td>10/06/09</td>
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<tr>
<td>INT132</td>
<td>Bucarest Office</td>
<td>Cisco 2621</td>
<td>MPC860</td>
<td>61440K/409</td>
<td>12.3(25)</td>
<td>C2600-IK9O3S3</td>
</tr>
<tr>
<td>INT134</td>
<td>Lisbonne Office</td>
<td>ASA5510</td>
<td>Pentium 4 Celeron</td>
<td>256 MB</td>
<td>7.2(1)</td>
<td>Base</td>
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<tr>
<td>INT136</td>
<td>Rovaniem office</td>
<td>Cisco C831</td>
<td>MPC857DSL</td>
<td>58983K/655</td>
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<td>C831-K9O3SY6</td>
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<td>INT699</td>
<td>demo device</td>
<td>Cisco 3640</td>
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<td>90112K/409</td>
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<td>INT701</td>
<td>CentoRouter2</td>
<td>Cisco 3640</td>
<td>R4700</td>
<td>90112K/409</td>
<td>12.4(12)</td>
<td>C3640-IK9O3S-20</td>
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<td>INT702</td>
<td>Riga Office Cis</td>
<td>Cisco 1841</td>
<td>235520K/26</td>
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<td>C1841-ADVSEC</td>
<td>23/06/09</td>
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</tbody>
</table>
VPN differentiation
Delivering High Performance and Secured VPN Services

Application Performance Management Services

Route
Using QOS /PFr

Optimize
Wan Application Acceleration
Using WAAS appliance or ISR WAAS Network Module

Measure / Monitor
Using ISR built-in instrumentation (Netflow / Nbar /IPSLA) and Third Party monitoring application

Classify

Identify and Tag traffic
Using IOS QOS

Secure

Protect VPN
Using IOS FW / IPS / Content Filtering
VPN authentification & encryption
Using IOS GET VPN

Managed Security Services

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### Application Fluent Services Architecture

#### Customer Portal | SP Portal

<table>
<thead>
<tr>
<th>Category</th>
<th>Applications</th>
<th>2X</th>
<th>5X</th>
<th>10X</th>
<th>25X</th>
<th>50X</th>
<th>100X+</th>
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</thead>
<tbody>
<tr>
<td>File Sharing</td>
<td>CIFS NFS</td>
<td></td>
<td></td>
<td>2-20X Avg</td>
<td></td>
<td>&gt;100X Peak</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Microsoft Exchange</td>
<td></td>
<td></td>
<td></td>
<td>2-5X Avg</td>
<td>20X Peak</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lotus Notes Internet Mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web and Collaboration</td>
<td>HTTP WebDAV FTP</td>
<td></td>
<td>2-10X Avg</td>
<td></td>
<td>100X Peak</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Microsoft Sharepoint</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Software Distribution</td>
<td>Microsoft SMS Alfirts HP Radio</td>
<td></td>
<td>2-20X Avg</td>
<td></td>
<td>&gt;100X Peak</td>
<td></td>
<td></td>
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<tr>
<td>Enterprise Applications</td>
<td>Microsoft SQL Oracle, SAP Lotus Notes</td>
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<td></td>
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<tr>
<td>Backup Applications</td>
<td>Microsoft NTBackup Logato Networker Veritas Netbackup CommVault Galaxy</td>
<td></td>
<td>2-10X Avg</td>
<td></td>
<td>50X Peak</td>
<td></td>
<td></td>
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<tr>
<td>Data Replication</td>
<td>EMC SRDF/IA EMC IP Replicator NetApp Snapmirror Data Domain Double-Take Veritas Vol Replicator</td>
<td></td>
<td>2-10X Avg</td>
<td></td>
<td>50X Peak</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Protected IP-VPN services
Securing Borderless Networks

Market Drivers:

- **Adoption of Mobility** is increasing - Mobile worker are they always protected?
- **Data exchanges are easier and easier** - Personal usage of corporate network USB key are widespread and data exchanges (Peer2Peer, personal e-mail...) get away from security policy
- **VPN needs to be open to Partners, Providers or Customers**, security must be distributed instead of centralized
- **High bandwidth adoption** (ADSL2/2+, SHDSL, Metro Ethernet, ...) Attacks are propagated more quickly
- **Legal constraints** (Sarbanes-Oxley, Baile II, security standard BS 7799/ISO 17799)
- **Internal threat is the major risk**, the most costly attacks are coming from the inside and can cost 10 times higher than external attack

Solution:

- **Distributed FW / IPS / content filtering service**
- **Secured branch**, without the need for additional devices
- Control worms and viruses right at the remote site, **conserve WAN bandwidth**
- Protect the router itself from hacking and DoS attacks
Virtual Office Service
Answering to customer’s Mobility requirements

- Remote routers can be shipped directly to end user with factory defaults or staged
- Strong PKI security authenticates remote devices
- RSA keys for management and converged VPN tunnels are separate
- Converged VPN to corporate network features active secondary tunnel to facilitate instant failover
- Service fully outsourced to service provider
- Management tunnel stays up, allowing centralized push of policy changes
- Spouse and kids are on separate network with access only to Internet
- Mobile access is available from hotspots
Managed Unified Communication Services

*Foundation for enhanced collaboration, conferencing and application services*

- Service Provider offer a comprehensive **managed service bundle** consisting of VPN, Security, IP telephony, unified messaging, presence, mobility, conferencing, collaboration and application services.

- Service providers avoid the commoditization of their transport and access businesses, exploiting billion-dollar addressable markets for UC and collaboration services and reducing churn of their customer base.
QTel Office in a Box

http://www.qtel.com.qa/OffInBox.do?prodtype=2#Optional

Products and Services - Business

Office In a Box

Office in a Box is the ideal communication package offering a practical, convenient and affordable solution for small and medium businesses. With its set of hosted services, Office in a Box brings voice, broadband and data communications together in one package while eliminating the operational and financial challenges. The service includes secure Broadband Internet access, voice and data communication and 3G Backup for "always-on" connectivity.

- Benefits
- Features
- Secure & Reliable High Speed Internet Access
- Managed IP Telephony
- Business Class E Mail
- Business Class Web hosting
- Conventional Faxing
- Optimize Extranet
- Taufis
- Contact us
TelePresence Service Opportunities

**Service Providers have new service opportunities with Cisco TelePresence**

**Cisco TelePresence Network Services** - Service Provider provides in bandwidth, the appropriate performance QoS, and secure intercompany capabilities to deliver a Cisco TelePresence experience

Foundational: Certified TelePresence Network Connection and performance SLA

Intercompany: Secure, scalable business to business TelePresence calling capabilities enabled by VRF aware session border controller and enhanced security enabled by TelePresence exchange architecture

**Managed TelePresence Endpoint and Scheduling** - Service Provider provides managed endpoint and reporting services.

**Telepresence public room service**
Breakout Session Evaluation Form

Your session feedback is valuable

Please take the time to complete the breakout evaluation form and hand it to the member of staff by the door on your way out

Thank you!

CISCO